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ABSTRACT

The purpose of this study was to provide information for program planning to improve the quality of occupational information disseminated in Washington schools. The study tried to answer the following questions: Are the materials being used? Who is using them? Are they considered helpful? What changes are recommended? The method used was a survey of representative users in state high schools and community colleges. Counselors, librarians, vocational education directors and students were the sampling groups surveyed. While one pamphlet was widely used and accepted, most materials were used differentially with mixed acceptance. Various suggestions were made to alter the occupational information material to make it current, concise and accessible. (Author/SE)

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EVALUATION OF WASHINGTON STATE COMMISSION FOR
VOCATIONAL EDUCATION* VOCATIONAL GUIDANCE PUBLICATIONS AND MEDIA

(*Coordinating Council for Occupational Education before July 1, 1975.)

June 30, 1975

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EVALUATION OF WASHINGTON STATE COMMISSION FOR
VOCATIONAL EDUCATION* VOCATIONAL GUIDANCE PUBLICATIONS AND MEDIA
(*Coordinating Council for Occupational Education before July 1, 1975.)

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Evaluation of CCOE Vocational Guidance Publications and Media Report Summary

The purpose of the study was to provide information for program planning to improve the quality of occupation information disseminated by CCOE in Washington schools.

The methodology was a survey of representative users in high schools and community colleges in Washington. School Districts sampled approximated the rural/suburban/urban and enrollment characteristics of Washington schools. Four sampling groups were surveyed in each selected district: (1) counselors, (2) librarians, and (3) vocational education directors were surveyed by telephone; (4) students were surveyed by questionnaire by counselors from the phone survey sample.

The survey was organized around these general questions: (1) Are the materials being used? By whom? How? (2) Are they considered helpful compared to other standard occupational information? (3) Should they be continued? If so, in what form?

Findings and conclusions are presented for each publication included in the survey.

Career Choice and Career Preparation: The most frequent uses are as a make-up project for absentees in career classes and for exploration by students in counseling. Opinions are definite about this text: the 2 of 3 staff who find it useful like it very much while the other 1/3 are unenthusiastic. Staff users frequently suggested revisions and up-dating. Overall, about 1/2 of the students are familiar with it and find it to be of some help. Small schools are less familiar with it.

Job Finding Kit: The pamphlet is most used by teachers and counselors alike, is well known and almost unanimously endorsed by staff and students alike. It is used at all levels, but material is best suited to older student users. Some minor changes could improve it.

View Deck: There still are schools without readers and few have reader-printers. Over 3/4 of the high school users find it useful, but the most consistent comment by staff was that it badly needs up-dating. Some high schools have almost discontinued its use for this reason. It is far more popular in high schools than in community colleges.

Career Training Opportunities: This private school directory is seldom used in community colleges and in high schools basically for reference by counselors and teachers. High school students find it quite helpful. There was little or no suggestion for revision.

Apprenticeship Opportunities: The format and content is well received and up-dating was frequently suggested. This is one booklet which VE directors find very useful themselves. High school students find it more useful than community college students.

Generally, the materials receive high marks for familiarity and usefulness from staff, but about 1/2 of the students in the same schools did not know of

them. Those students who used the materials found them generally of some help. In larger districts counselors were more familiar with CCOE materials than librarians, but in smaller districts the reverse is true. Still, among the most informed staff in each school about 1/4 were not familiar with one or more materials.

Few were willing to compare CCOE materials to other occupational information materials, finding them useful in their own right because of their unique focus on work and training in this state. Career information appears to be less common in small high schools, but familiarity with CCOE publications has increased more this year in small schools than other sized schools. The survey has educational value for school personnel by acquainting them with CCOE materials. Many want more copies and were not sure where to obtain them. Most were desirous of any helpful occupational information, especially occupational forecasts for the state. Both community college and high school personnel suggested a computerized system like Oregon's C.I.S., and many want to know what each other is doing. People want updated, concise, accessible information. A CCOE sponsored workshop on the use of occupational information was highly favored.

Recommendations:

Career Training Opportunities: Make the title more descriptive of the content. Change "See Page..." entries to refer only to Section II (addresses) to avoid unnecessary cross-referencing which produces no new information.

Apprenticeship Opportunities: Update the "Opportunities" and "Salaries" data.

View Deck: Update the "Prospects & Opportunities" sections and "addresses for further information." Distribute to colleges only on demand.

Job Find Kit: Include a table of contents. Include an entry level resume.

Career Choice and Career Preparation: In pages 11-12 pictures and text frequently do not match. Update pages 53-213 for "Outlook" and "Salary" data. Refer to Apprenticeship Opportunities on page 216. Update the matrix in the rear of the text. Provide an index of sections therein.

The Career Choices in Occupational Education and Job Finding Kit through eye-catching in format might be reproduced less expensively to allow bulk hand-outs to students to keep for future use.

A newsletter on the state of occupational education affairs in Washington would be popular and provide a vehicle for updating publications and for in-service training in the use of these publications. Program descriptions, new jobs and training, sharing useful techniques, and state job market data could be included. At least, a list of available CCOE publications and ordering information should be widely distributed.

A CCOE sponsored workshop on occupational information could greatly improve the effective use of these publications.

Materials sent to schools should go to both counselors and librarians with

suggestions that they compare notes with each other about where best to locate the materials and how to optimize their use. Teachers are willing but feel inadequately prepared, and librarians are willing but not optimally utilized at present. Staff are more familiar than students with the materials. This needs changing.

A computerized information system bears examination as an easily updated and efficient provider of information.

New publications should be in pamphlet rather than book form--simple to use, inexpensive and easily revised.

II Survey Design and Implementation

The evaluation model for the study is described below:

Purpose: Provide information for one and five year programs to improve the quality of occupational information disseminated to Washington schools.

Materials:

- I. Career Training Opportunities in the State of Washington, 1974
- II. VIEW Deck
- III. Career Choices in Occupational Education
- IV. Job Finding Kit
- V. Apprenticeship Opportunities
- VI. Career Choice and Career Preparation

Questions:

- I. Are the current materials being used? By whom?
- II. How are the materials being used?
- III. Are they considered helpful by personnel and students?
- IV. Should they be continued and revised? Modified? Replaced?
- V. What is their use relative to other standard occupational information?

Design:

I. Selection of Samples:

High Schools

1. Counselor
2. Vocational Education Director
3. Librarian
4. Students
5. Subject Matter Teacher

Community Colleges
(Same as High Schools)

II. Sampling Method:

The rationale for sampling is to gather information from representative users of the publications rather than from larger numbers of those potentially exposed to them. An attempt is made also to approximate the rural/urban/suburban and geographic distribution of schools within the state.

High Schools

<u>District size</u>	<u>Number of Schools</u>	<u>Number of Students</u>	<u>Number of Staff of each category</u>
10,000 and over	9	9x50=450	9x1=9
5,000 to 10,000	7	7x40=280	7x1=7
2,000 to 5,000	6	6x35=210	6x1=6
under 2,000	8	8x20=160	8x1=8
	<u>N=30</u>	<u>1100</u>	<u>N=30</u>

Community Colleges

over 5,000	5	5x50=250	5x1=5
under 5,000	5	5x50=250	5x1=5
	<u>N=10</u>	<u>500</u>	<u>N=10</u>

III. Survey:

Counselors, Vocational Education Directors and Librarians are surveyed by telephone concerning the general questions stated above. Their responses are recorded by a telephone interviewer. Also, counselors' cooperation are elicited to survey by questionnaire within their own schools, teachers and students. For their assistance the counselors are paid a \$10.00 honorarium when completed materials are returned.

IV. Data Analysis:

Data is quantitatively analyzed by type of respondent, type of school and size of school for all publications and media. Non-numerical data is reported also.

The project is being carried out through the auspices of the Bureau of School Services and Research, College of Education, University of Washington.

The samples of high schools and community colleges were drawn from School District Work Sheet by Enrollment Groups - 1974-75, Statistical Information Services of SFI, 1974-75 Vocational Education Personnel Directory, CCOE, and Washington Education Directory, SFI & WIAA.

A table of random numbers was used to select the schools within each district size group. District size provided a reasonable distribution of rural/suburban/urban and geographic locations. The districts, counties, specific schools and their enrollments are listed in the Survey Sample at the end of this report.

Where numbers of respondents are sufficient, their replies can be taken to provide a representative picture of the Washington school populations they represent.

A letter and photograph of the CCOE publications was sent to staff in the sample to inform them of the study and of the telephone call to follow shortly. The photograph worked well as a memory-jogger for the interview. In many schools more than one counselor was interviewed. During the phone conversations one counselor in each school was asked and agreed to survey his/her students and two teachers by questionnaire. An honorarium of ten dollars was offered.

Questionnaires were sent with a cover letter to each school in the sample. Many were returned unanswered with the comment that their students could not provide any useful information. The student results reported can be considered an "informed" subset of those students "potentially exposed" to CCOE materials.

In the Survey Sample Section of this report an account is given of actual contacts made with staff and students. Samples of counselors, directors, librarians and students were contacted in high schools and except for librarians in community colleges. No teacher questionnaires were returned from the schools. Efforts to contact college librarians by telephone were unsuccessful. In some schools, more than one counselor was contacted, i.e., a head counselor and vocational counselor or a boys counselor and girls counselor. Small school districts and colleges have relatively few VE directors compared to larger school districts.

The actual numbers surveyed were:

High Schools

(District size)	Number of Schools	Number of Students	Cr	Lb	VE
10,000 and over	9	181	15	9	8
5,000 to 10,000	7	131	11	9	4
2,000 to 5,000	6	104	12	6	4
under 2,000	8	90	8	8	2
	<u>N = 30</u>	<u>N = 506</u>	<u>N = 46</u>	<u>= 32</u>	<u>= 18</u>

Community Colleges

Over 4,500	5	8	6	0	2
under 4,500	5	39	5	0	2
	<u>N = 10</u>	<u>N = 47</u>	<u>N = 11</u>	<u>= 0</u>	<u>= 4</u>

While the return for high schools was sufficient in all sample categories to place some confidence in the numerical data, for college returns, only the counselor return was sufficiently large by the standard of the survey to rely upon. Why there was such a poor return of college student surveys is not known.

The telephone approach to surveying was a rich source of anecdotal information. Most counselors and librarians were eager not only to respond to the survey but also to discuss the general topic of occupational information and career counseling and their own specific school situations.

III Numerical Data - Students

The data in Tables 1 through 6 are from the Student Survey and are presented as percentages. Tables 1 and 2 report data for the overall samples of high school and community college student; means and standard deviations are given for these large groups where the item response range and information make such statistics meaningful. In Tables 3 through 6 only percentages are reported that differ by a least 5 points from the data in Table 2.

In Table 1, college students returns were so few that most items other than familiarity and use items should be interpreted with great caution, if at all. No further analyses by college size or sex of student were performed given the small return.

Those college students responding had not learned of the CCOE publications in high school and many of them only the week of the survey itself. The Job Finding Kit was the only publication familiar to more than half of them.

In Table 2, high school student returns, the numbers are substantial. Males and females are nearly equally represented, while juniors and seniors constitute the major portion of the sample.

Only a bit over half of the students are familiar with or have used the private school directory, VIEW deck, Job Finding Kit or programmed Career Choice book (Table 2, items 3, 4, 9, 10, 23, 24, 31, 33, 37, 38). The Apprenticeship guide fares even less well with only a third of the students reporting familiarity or use. However about two thirds say they know what apprenticeships are (Table 2, item 32), with no differences between sexes (Table 4, item 32).

Both males and females become more acquainted with CCOE materials as they progress through high school grades (item 2, Tables 5 and 6). For students in the smallest districts, there appears to be a major upswing in awareness of CCOE materials this year (item 2, Table 3) which is perhaps due to the spread of career education influence recently.

Except for the Apprenticeship guide, students in general are introduced to the publications by teachers most often and counselors next (Table 2, items 5, 14, 26, 35, 42). However, this is true more for males than females. High School sophomore and junior women are far more likely to be introduced to these publications by counselors (Tables 4, 5, 6, same items). The reason for this is not readily apparent, but since senior women do not differ significantly from students at large on this dimension, it may be that senior women are more likely to take career planning classes. Also, there may have been increased attention to the career planning needs of women this year in Washington high schools.

The most frequent degree of helpfulness attributed the publications is "some," (Table 2, items 6, 11, 19, 25, 27, 34, 40) while 35-45 percent found them to be of "little" or "no help." This suggests that staff training in the use of these materials appears important in order to increase their value to students. Part of the problem is that

student users are not especially prone to follow through on information and leads from the materials (Table 2, items 7, 15, 21, 28, 41).

Still, 8 or 9 of 10 students would recommend the materials to friends (Table 2, items 8, 16, 22, 30, 36, 43).

Numerical Data - Staff

Responses from staff in various sized schools or types of schools are combined since the overall numbers are small. Still, the respondents were selected to be representative of their groups state-wide so the small numbers are useful.

Table 7 represents responses by the most informed staff person in a school regarding CCOE materials. This was often a counselor, sometimes a librarian. Tables 8, 9 and 10 give results for counselors, librarians and VE directors separately. Tables 11 and 12 give data for counselors and librarians by district size; there were not enough directors for such a breakdown of data.

Table 7 shows that in the schools there is a 3 or 4 to 1 possibility that someone is familiar with the publications. The Private School and Apprenticeship guides and VIEW are endorsed as used by the same rates. The Job Finding Kit is almost unanimously endorsed; the Career Choice programmed text is endorsed about 2 to 1. Many staff are interested in a CCOE sponsored workshop on the use of occupational information and a monthly newsletter.

These materials are most frequently located in the Counseling Center, but often in a Career Information Center or Library and seldom in a classroom. Most could use more copies of CCOE materials and perhaps 2/3 do not know where to get more copies.

Counselors are generally more familiar than librarians or directors with all materials (Tables 8, 9, 10). Staff highly endorse the publications, more so than students do. Along with their endorsements staff do suggest ways to improve the publications by revision or updating. Counselors are most familiar with VIEW and directors with the Apprenticeship guide.

When asked to compare the effectiveness of these publications to others which provide similar information, about 1/2 of the counselors and 1/3 of the librarians responding said some other material was "as effective" or "more effective." The Occupational Outlook Handbook was mentioned most. None of those endorsing other materials made mention of the specific-to-Washington nature of CCOE materials, while several of those who said that other publications were "less or no more effective" pointed out the specificity of CCOE materials.

The staff of the largest districts are more familiar with all materials than other sized districts (Tables 11 and 12). Counselors in small districts need familiarization with Job Finding Kit, Apprenticeship guide and Career Choice programmed text.

TABLE 1

Results for Community College Students, Combined

STUDENT SURVEY

INSTRUCTIONS: Mark all answers on the right side of the survey. Choose your answer, then copy the number in parentheses () for that answer in the proper place to the right.

Surveys requested = 500

Surveys completed = 47

DO NOT USE:
SCHOOL CODE

43*	Sex:	(1) Female 44.2**	(2) Male 55.8	Sex: --			
41	1. Current class in school:	(1) 9 7.3	(2) 10 68.3	(3) 11 24.4	1. --		
43	2. When did you first learn of these books and pamphlets?	(1) Never 7.0	(2) This week 39.5	(3) This year 53.5	(4) Before this year 0.0	2.2.47*** .63***	
45	A. 3. Are you familiar with the booklet called <u>Career Training Opportunities in the State of Washington, 1974</u> (a directory of private school training opportunities)?	(1) No 66.7	(2) Yes 33.3	3. --			
41	4. Have you ever used this directory?	(1) Never* 65.9	(2) Once 31.7	(3) Several times 2.4	4. 1.37 .54		
*(If your answer is "Never", skip questions 5 through 8.)							
16	5. Who recommended its use?	(1) Counselor 43.8	(2) Teacher 50.00	(3) Librarian 0.0	(4) Student 0.0	(5) Found on own 6.3	5. --
16	6. How helpful has it been to you?	(1) No help 50.0	(2) A little help 18.3	(3) Some help 25.0	(4) Quite helpful 6.3	(5) Very helpful 0.0	6. 1.27 .46
15	7. Did you follow up on any of the information you found in the directory?	(1) No 73.3	(2) Yes 26.7	7. --			
15	8. Would you recommend it to a friend who is interested in further training after high school?	(1) No 100.0	(2) Yes 0.0	8. --			

* N for each item

** Percentages, adjusted to exclude missing information

*** Means, where appropriate

**** Standard deviations, where appropriate

TABLE 1 con't

45	B. 9.	Are you familiar with the <u>VIEW Deck</u> (job information on microfilm and cards and used in a reading machine)?	(1) No (2) Yes 82.2 17.8	9.	--
33	10.	How many times have you used <u>VIEW materials</u> ? (Responses 2-3 represent 3 users) (1) Never* (2) Once (3) Several times *(If your answer is "Never", skip questions 11 through 16.)	80.9 6.1 3.0	10.	--
	11.	Did you find the <u>VIEW Deck</u> helpful? (1) No help (2) A little help (3) Some help (4) Quite helpful (5) Very helpful		11.	
	12.	Did you use the <u>VIEW Deck</u> in a reader machine? (1) No (2) Yes		12.	
	13.	Could you get a printed copy of a <u>VIEW card</u> from the reader machine? (1) No (2) Yes		13.	
	14.	Who recommended <u>VIEW Deck</u> to you? (1) Counselor (2) Teacher (3) Librarian (4) Student (5) Found it yourself		14.	
	15.	Did the <u>VIEW Deck</u> refer you to other sources of information about specific occupations? If so, did you follow up? (1) It didn't refer me (2) It did, but I didn't follow up (3) It did and I followed up		15.	
	16.	Would you recommend <u>VIEW Deck</u> to a friend who needed information about specific occupations? (1) No (2) Yes		16.	
43	C. 17.	Are you familiar with <u>Career Choices in Occupational Education</u> (a matrix of occupations and where to train for them)? (1) No (2) Yes 74.4 25.6		17.	--
31	18.	Have you used this booklet? (Responses 2-3 represent 9 users) (1) Never* (2) Once (3) Several times *(If your answer is "Never", skip questions 19 through 22.)	71.0 29.0 0.0	18.	--
10	19.	How helpful was it to you? (1) no help (2) a little help (3) some help (4) quite helpful (5) very helpful 20.0 40.0 30.0 10.0 0.0		19.	2.30 .95

TABLE 1 con't

9	20.	Who recommended it to you?	66.7	33.3	0.0	0.0	
		(1) counselor (2) teacher (3) librarian (4) student					
		(5) found it yourself	0.0				20. --
8	21.	Did you follow up on the information in the pamphlet?	87.5		12.5		
		(1) It didn't have what I wanted (2) It did, but I didn't follow up					
		(3) It did and I followed up	0.0				21. --
8	22.	Would you recommend this booklet to a friend who is interested in where to train for certain careers?	25.0	75.0			
		(1) No (2) Yes					22. --
D. 44	23.	Are you familiar with the <u>Job Finding Kit</u> (a pamphlet covering interviews, resumes, etc.)?	31.8	68.2			
		(1) No (2) Yes					23. --
42	24.	How much of it did you read? (Responses 2-4 represent 30 users)	28.6	32.7	31.0	2.4	
		(1) None* (2) Some (3) Most (4) all					
		* (If your answer is "none", skip questions 24 through 30).					24. 2.07
							.84
30	25.	Was the information old or new to you?	3.3	62.3	20.0	3.3	
		(1) old (2) some of both (3) mostly new (4) all new					25. 2.33
							.61
30	26.	Who recommended it to you or gave you a copy?	50.0	50.0	0.0	0.0	
		(1) counselor (2) teacher (3) librarian (4) student					
		(5) found it yourself	0.0				26. --
29	27.	Could you relate to the examples used in it for writing resumes, etc.?	0.0	31.0	37.0	31.0	
		(1) not at all (2) somewhat (3) generally (4) mostly					26. 3.00
							.80
31	28.	Did you make any of the lists suggested?	58.1	35.5	6.5	0.0	
		(1) none (2) some (3) most (4) all					28. 1.48
							.63
31	29.	Did you get a copy to keep for later use too?	51.6	48.4			
		(1) No (2) Yes					29. --
31	30.	Would you recommend it to a friend looking for a job?	3.2	96.8			
		(1) No (2) Yes					30. --

TABLE 1 con't

E. 46	31.	Are you familiar with <u>Apprenticeship Opportunities</u> (a guide that describes apprenticeship trades in Washington)?	56.5 43.5	(1) No (2) Yes	31. --
33	32.	Do you know what apprenticeships are?	12.8 19.2 69.7	(1) No (2) Not sure (3) Yes	32. --
41	33.	Have you ever used this guide?	35.5 54.2 2.7 (Responses 2-3 represent 20 users)	(1) No* (2) Once (3) Several times *(If you answered "no", skip questions 34 through 36)	33. --
21	34.	Did you find it helpful?	38.1 23.8 22.6 2.5	(1) no help (2) a little help (3) some help (4) quite helpful (5) very helpful	34. $\frac{2.10}{1.04}$
21	35.	Who recommended it to you?	57.1 33.3 0.0 0.0	(1) counselor (2) teacher (3) librarian (4) student (5) found it yourself	35. --
21	36.	Would you recommend it to a friend who might be interested in an apprenticeship?	4.8 95.2	(1) No (2) Yes	36. --

F. 45	37.	Are you familiar with the book <u>Career Choice and Career Preparation</u> (a programmed book for choosing careers and where to train)?	57.8 42.2	(1) No (2) Yes	37. --
32	38.	Have you ever used the book?	50.0 46.9 3.1 (Responses 2-3 represent 16 users)	(1) Never* (2) once (3) several times *(If your answer is "never", skip questions 39 through 43.)	38. --
17	39.	Did you find it easy to use in the way it is set up?	5.9 70.6 23.5	(1) confusing (2) alright (3) easy	39. $\frac{2.24}{.66}$
17	40.	Did you find the information helpful?	17.6 35.3 29.4 17.6	(1) no help (2) a little help (3) some help (4) quite helpful (5) very helpful	40. $\frac{2.47}{1.01}$
17	41.	Did you get any leads for further investigation in your field of interest?	58.8 41.2 0.0	(1) none (2) some (3) many	41. --

TABLE 1 con't

1442. Who recommended the book to you?

57.1 12.9 0.0 0.0
 (1) counselor (2) teacher (3) librarian (4) student
 (5) found it yourself
 0.0

42. --

1343. Would you recommend it to a friend who was undecided about
 what to do after high school?

15.4 84.6
 (1) No (2) Yes

43. --

TABLE 2

Results for High School Students, Combined

STUDENT SURVEY

INSTRUCTIONS: Mark all answers on the right side of the survey. Choose your answer, then copy the number in parentheses () for that answer in the proper place to the right.

Surveys requested = 1,100
Surveys completed = 507

DO NOT USE:
SCHOOL CODE

499*	Sex:	(1) Female	(2) Male	Sex: --			
		51.2**	48.1				
492	1. Current class in school:	(1) 9	(2) 10	(3) 11	1. --		
		1.9	12.9	37.9			
		(4) 12	(5) 13	(6) 14			
		30.4	.6	.4			
495	2. When did you first learn of these books and pamphlets?	(1) Never	(2) This week	(3) This year	(4) Before this year	2.2.99***	
		10.5	12.1	56.0	21.4	.86***	
A. 505	3. Are you familiar with the booklet called <u>Career Training Opportunities in the State of Washington, 1974</u> (a directory of private school training opportunities)?	(1) No	(2) Yes	3. --			
		47.5	52.5				
502	4. Have you ever used this directory? (Responses 2-3 represent 220 users)	(1) Never*	(2) Once	(3) Several times	4. 1.60		
		26.2*	25.0	48.8	.75		
	*(If your answer is "Never", skip questions 5 through 8.)						
249	5. Who recommended its use?	(1) Counselor	(2) Teacher	(3) Librarian	(4) Student	(5) Found on own	5. --
		39.0	42.8	2.4	2.8	12.0	
255	6. How helpful has it been to you?	(1) No help	(2) A little help	(3) Some help	(4) Quite helpful	6. 2.80	
		13.7	33.7	33.9		1.09	
		(5) Very helpful	3.2				
255	7. Did you follow up on any of the information you found in the directory?	(1) No	(2) Yes	7. --			
		42.9	56.1				
252	8. Would you recommend it to a friend who is interested in further training after high school?	(1) No	(2) Yes	8. --			
		2.2	90.1				

* N for each item

** Percentages adjusted to exclude missing information

*** Means, where appropriate

**** Standard deviations, where appropriate

- B. 9. Are you familiar with the VIEW Deck (job information on microfilm and cards and used in a reading machine)?
 502 (1) No (2) Yes 9. --
 41.8 58.2
- 469 10. How many times have you used VIEW materials?
 11.2 22.6 33.4
 (1) Never* (2) Once (3) Several times 10. --
 *(If your answer is "Never", skip questions 11 through 16.)
- 290 11. Did you find the VIEW Deck helpful?
 14.1 22.5 33.4 22.8
 (1) No help (2) A little help (3) Some help (4) Quite helpful
 (5) Very helpful 11. 2.82
 6.2 1.12
- 288 12. Did you use the VIEW Deck in a reader machine?
 (1) No (2) Yes 12. --
 22.6 77.4
- 279 13. Could you get a printed copy of a VIEW card from the reader machine?
 (1) No (2) Yes 13. --
 77.1 22.9
- 272 14. Who recommended VIEW Deck to you?
 32.0 41.5 50.7 7.4
 (1) Counselor (2) Teacher (3) Librarian (4) Student
 (5) Found it yourself 14. --
- 277 15. Did the VIEW Deck refer you to other sources of information about specific occupations? If so, did you follow up?
 27.8 42.9
 (1) It didn't refer me (2) It did, but I didn't follow up
 (3) It did and I followed up 15. 1.21
 18.4 .67
- 281 16. Would you recommend VIEW Deck to a friend who needed information about specific occupations?
 15.3 84.7
 (1) No (2) Yes 16. --

- C. 17. Are you familiar with Career Choices in Occupational Education (a matrix of occupations and where to train for them)?
 505 (1) No (2) Yes 17. --
 64.2 35.6
- 437 18. Have you used this booklet? (Responses represent 155 users)
 64.5 21.7 13.7
 (1) Never* (2) Once (3) Several times 18. --
 *(If your answer is "Never", skip questions 19 through 22.)
- 198 19. How helpful was it to you?
 21.7 20.2 35.9 15.7
 (1) no help (2) a little help (3) some help (4) quite helpful
 (5) very helpful 19. 2.65
 6.6 1.17

TABLE 2 con't.

177	20.	Who recommended it to you?	22.0	55.9	5.1	5.1		
		(1) counselor (2) teacher (3) librarian (4) student						
		(5) found it yourself					20.	--
			11.9					
182	21.	Did you follow up on the information in the pamphlet?	26.9	44.5				
		(1) It didn't have what I wanted (2) It did, but I didn't follow up					21.	--
		(3) It did and I followed up						
			28.6					
188	22.	Would you recommend this booklet to a friend who is interested in where to train for certain careers?	16.5	83.5				
		(1) No (2) Yes					22.	--
D. 505	23.	Are you familiar with the <u>Job Finding Kit</u> (a pamphlet covering interviews, resumes, etc.)?	45.1	54.9				
		(1) No (2) Yes					23.	--
434	24.	How much of it did you read? (Responses 2-4 represent 257 users)	40.8	34.8	14.5	9.9		
		(1) None* (2) Some (3) Most (4) all					24.	1.94
		*(If your answer is "none", skip questions 24 through 30).						.97
269	25.	Was the information old or new to you?						
		(1) old (2) some of both (3) mostly new (4) all new					25.	2.32
			5.6	61.3	28.6	4.5		.66
265	26.	Who recommended it to you or gave you a copy?	15.8	63.4	2.3	5.3		
		(1) counselor (2) teacher (3) librarian (4) student					26.	--
		(5) found it yourself						
			13.2					
266	27.	Could you relate to the examples used in it for writing resumes, etc.?						
		(1) not at all (2) somewhat (3) generally (4) mostly					26.	2.64
			8.6	38.7	32.3	20.3		.90
268	28.	Did you make any of the lists suggested?						
		(1) none (2) some (3) most (4) all					28.	1.85
			34.0	50.7	11.2	4.1		.77
271	29.	Did you get a copy to keep for later use too?						
		(1) No (2) Yes					29.	--
			69.0	31.0				
267	30.	Would you recommend it to a friend looking for a job?	9.4	90.6				
		(1) No (2) Yes					30.	--

TABLE 2 con't.

E.	31.	Are you familiar with <u>Apprenticeship Opportunities</u> (a guide that describes apprenticeship trades in Washington)?	
500		(1) No (2) Yes	31. --
		67.6 32.4	
471	32.	Do you know what apprenticeships are?	
		(1) No (2) Not sure (3) Yes	32. --
		15.9 17.6 66.5	
438	33.	Have you ever used this guide? (Responses 2-3 represent 141 users)	
		67.8 20.1 12.1	
		(1) No* (2) Once (3) Several times	
		*(If you answered "no", skip questions 34 through 36)	33. --
166	34.	Did you find it helpful?	
		20.5 24.7 28.9 19.7	
		(1) no help (2) a little help (3) some help (4) quite helpful	
		(5) very helpful	34.2.68
		7.2	1.20
158	35.	Who recommended it to you?	
		48.7 36.7 4.4 5.1	
		(1) counselor (2) teacher (3) librarian (4) student	
		(5) found it yourself	35. --
		5.1	
168	36.	Would you recommend it to a friend who might be interested in an apprenticeship?	
		11.3 88.7	
		(1) No (2) Yes	36.

F. 37.	Are you familiar with the book <u>Career Choice and Career Preparation</u> (a programmed book for choosing careers and where to train)?	37. --
500	(1) No (2) Yes 46.2. 53.8	
168 38.	Have you ever used the book? (Responses 2-3 represent 238 users) 49.1 31.2 19.7 (1) Never* (2) once (3) several times *(If your answer is "never", skip questions 39 through 43.)	38. --
253 39.	Did you find it easy to use in the way it is set up? (1) confusing (2) alright (3) easy 18.6 53.4 28.1	39.2.10 .68
255 40.	Did you find the information helpful? 8.6 25.5 36.5 23.1 (1) no help (2) a little help (3) some help (4) quite helpful (5) very helpful 6.3	40.2.93 1.04
253 41.	Did you get any leads for further investigation in your field of interest? (1) none (2) some (3) many 16.6 70.4 13.0	41. --

TABLE 2 con't.

247	42.	Who recommended the book to you?	36.4	47.8	2.8	3.2	
		(1) counselor (2) teacher (3) librarian (4) student					
		(5) found it yourself	9.7				42. --
256	43.	Would you recommend it to a friend who was undecided about what to do after high school?	12.1	87.5			
		(1) No (2) Yes					43. --

TABLE 3

Results for High School Students, by District Size

Student Survey Items	District Size																			
	under 2,000					2,000- 5,000					5,000- 10,000					over 10,000				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
OPTIONS:	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	--	18	62	13	--	20	--	42	28	--	3	18	--	13	--	--	6	--	25	--
3	64	36	--	--	--	36	64	--	--	--	22	78	--	--	--	65	35	--	--	--
4	68	31	--	--	--	47	30	23	--	--	34	44	22	--	--	71	17	12	--	--
5	--	--	--	--	--	15	76	--	--	7	62	25	--	--	--	28	43	--	8	21
6	--	41	--	9	--	--	18	--	33	--	--	--	--	--	--	--	--	--	--	--
7	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
8	19	81	--	--	--	5	95	--	--	--	5	95	--	--	--	17	83	--	--	--
9	21	78	--	--	--	47	53	--	--	--	47	53	--	--	--	49	51	--	--	--
10	22	40	38	--	--	--	--	--	--	--	--	--	--	--	--	54	24	22	--	--
11	--	--	--	--	--	--	20	27	35	--	--	20	27	35	--	--	--	--	--	--
12	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
13	88	12	--	--	--	68	31	--	--	--	68	31	--	--	--	73	27	--	--	--
14	45	22	19	--	--	21	62	--	2	--	21	62	--	2	--	21	56	--	11	12
15	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
16	10	90	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
17	91	19	--	--	--	43	57	--	--	--	43	57	--	--	--	--	--	--	--	--
18	90	10	--	--	--	45	25	30	--	--	54	37	9	--	--	--	--	--	--	--
19	--	--	--	--	--	8	15	43	--	--	29	29	--	8	--	--	--	--	--	--
20	--	--	--	--	--	16	69	--	--	--	--	--	--	--	--	--	--	--	--	--
21	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
22	31	69	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
23	--	--	--	--	--	50	50	--	--	--	61	39	--	--	--	32	68	--	--	--
24	45	37	8	10	--	47	30	--	--	--	--	43	9	--	--	35	21	--	--	--
25	--	--	--	--	--	--	53	39	--	--	--	55	--	14	--	--	--	--	--	--
26	48	27	6	--	--	10	78	--	--	--	--	--	--	--	--	8	72	--	--	--
27	17	46	28	9	--	--	22	50	--	--	--	51	28	12	--	6	--	--	28	--
28	60	31	6	2	--	26	59	--	--	--	29	59	--	--	--	--	--	--	--	--
29	58	41	--	--	--	76	23	--	--	--	--	--	--	--	--	--	--	--	--	--
30	--	--	--	--	--	--	--	--	--	--	6	94	--	--	--	--	--	--	--	--
31	79	21	--	--	--	--	--	--	--	--	45	55	--	--	--	81	19	--	--	--
32	22	16	61	--	--	8	19	73	--	--	--	--	--	--	--	--	--	--	--	--
33	80	19	1	--	--	--	--	--	--	--	46	34	20	--	--	79	11	--	--	--
34	33	19	38	10	--	6	21	38	29	--	--	--	--	--	--	--	--	22	--	14
35	55	15	20	10	0	6	82	0	9	3	80	10	--	--	--	24	50	--	--	--
36	19	81	--	--	--	3	97	--	--	--	--	--	--	--	--	--	--	--	--	--
37	72	27	--	--	--	39	61	--	--	--	29	71	--	--	--	50	50	--	--	--
38	76	21	3	--	--	43	--	25	--	--	33	43	24	--	--	--	--	--	--	--
39	--	--	--	--	--	6	66	--	--	--	--	--	--	--	--	--	--	--	--	--
40	20	20	40	20	--	5	30	30	29	--	--	--	--	--	--	--	--	--	--	--
41	20	75	5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
42	71	14	14	0	0	23	65	--	--	--	55	32	--	--	--	17	62	--	--	15
43	29	71	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOTE: Numbers are percentages adjusted to exclude missing information and rounded to whole numbers.
Dashes represent percentages within 5 points of corresponding percentage on Table 2.

TABLE 4

Results for High School Students, by Sex

Student Survey Items	Males					Females				
	1	2	3	4	5	1	2	3	4	5
OPTION 3:										
2	12	10	61	17		9	15	51	25	
3	--	--				--	--			
4	--	--				--	--			
5	29	52	--	--	--	47	37	--	--	--
6	--	--	--	--	--	--	--	--	--	--
7	--	--				--	--			
8	--	--				--	--			
9	--	--				--	--			
10	--	--	--			--	--	--		
11	--	--	--	--	--	--	--	--	--	--
12	--	--				--	--			
13	--	--				--	--			
14	25	51	--	--	--	40	38	--	--	--
15	--	--	--			--	--	--		
16	20	80				10	90			
17	--	--				--	--			
18	--	--	--			--	--	--		
19	--	--	--	--	--	--	--	--	--	--
20	18	60	--	--	--	--	--	--	--	--
21	--	--	--			--	--	--		
22	24	76				9	91			
23	40	60				50	50			
24	--	--	--			--	--	--		
25	--	--	--	--		--	--	--	--	
26	--	--	--	--		--	--	--	--	
27	--	--	--	--	--	--	--	--	--	--
28	--	--	--	--		--	--	--	--	
29	--	--				--	--			
30	--	--				--	--			
31	--	--				--	--			
32	--	--	--			--	--	--		
33	--	--	--			--	--	--		
34	--	--	--			28	--	14		
35	36	45	--	--	--	63	27	--	--	--
36	--	--				--	--			
37	50	50				42	58			
38	--	--	--			--	--	--		
39	--	--	--			--	--	--		
40	--	--	--	--	--	--	--	--	--	--
41	22	62	--			12	77	11		
42	27	56	--	--	--	44	41	--	--	--
43	17	83				7	93			

Note: Numbers are percentages adjusted to exclude missing information and rounded to whole numbers.
Dashes represent percentages within 5 points of corresponding percentage on Table 2.

TABLE 5

Results for High School Females, by Class

Student Survey Items	Sophomores					Juniors					Seniors				
OPTIONS:	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	3	24	58	15		3	23	51	22		10	1	47	34	
3	58	42				34	66				--	--			
4	--	--	--			38	48	--			64	21	--		
5	54	39	--	--	8	50	33	--	--	--	--	--	--	--	--
6	--	42	39	8	--	8	--	28	40	--	22	12	48	15	--
7	--	--				--	--				--	--			
8	4	96				--	--				--	--			
9	--	--				49	51				--	--			
10	--	--	--			--	--	--			--	--	--		
11	--	38	23	12	15	--	13	44	--	--	--	19	40	--	--
12	--	--				--	--				--	--			
13	--	--				--	--				--	--			
14	51	27	12	--	3	--	--	--	--	--	40	40	--	--	--
15	16	72	12			--	--	--			--	--	--		
16	3	97				11	89				--	--			
17	--	--				--	--				59	41			
18	--	--	--			--	--	--			--	--	--		
19	--	--	--	--	--	--	5	41	--	13	17	30	25	23	--
20	--	--	9	14	5	33	44	3	0	18	19	65	0	--	--
21	--	--	--			--	--	--			--	--	--		
22	9	91				--	--				3	97			
23	--	--				58	42				--	--			
24	--	49	10	--		49	25	--	--		--	28	--	18	
25	--	37	57	--		11	--	--	--		--	--	--	--	
26	10	73	--	13	3	30	54	0	--	--	9	80	0	9	--
27	--	--	--	13		--	--	--	--		--	26	--	30	
28	--	--	--	--		--	--	--	--		--	--	--	--	
29	80	20				--	--				60	40			
30	--	100				--	--				--	--			
31	80	20				--	--				78	22			
32	--	--	--			21	16	63			--	--			
33	73	27	0			--	31	6			81	8	10		
34	14	79	7	--	--	33	14	33	8	11	6	25	44	25	--
35	71	14	14	--	--	76	21	--	--	3	--	--	0	--	13
36	--	--				--	--				0	100			
37	36	64				34	66				53	47			
38	38	44	18			37	47	16			59	21	--		
39	26	57	17			10	64	--			14	--	36		
40	--	--	--	--	--	--	15	43	--	--	--	--	--	--	--
41	--	80	3			12	77	12			8	76	16		
42	--	--	--	--	--	56	26	--	--	--	31	60	--	0	--
43	--	--				--	--				3	97			

Note: Numbers are percentages adjusted to exclude missing information and rounded to whole numbers.
Dashes represent percentages within 5 points of corresponding percentage on Table 2.

TABLE 6

Results for High School Males, by Class

Student Survey Items	Sophomores					Juniors					Seniors				
OPTIONS:	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	11	5	79	5		11	15	58	16		12	6	62	20	
3	--	--				--	--				55	45			
4	62	22	--			--	--	--			63	24	13		
5	53	26	--	--	--	29	58	--	--	--	17	61	7	--	--
6	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
7	--	--				--	--				--	--			
8	--	--				--	--				--	--			
9	--	--				--	--				--	--			
10	--	--	--			39	26	35			--	--	--		
11	--	--	--	--	--	--	--	--	--	--	18	29	25	--	--
12	--	--				--	--				--	--			
13	--	--				--	--				--	--			
14	57	22	13	--	0	21	62	--	--	2	16	55	--	--	14
15	17	61	22			--	--	--			--	--	--		
16	--	--				28	72				--	--			
17	74	26				--	--				--	--			
18	76	18	6			--	--	--			--	--	--		
19	--	--	--	--	--	--	--	--	--	--	15	18	49	--	--
20	--	--	--	--	--	13	63	--	--	17	9	71	--	--	3
21	--	--	--			--	--	--			--	--	--		
22	--	--				30	70				27	73			
23	55	45				39	61				34	66			
24	55	--	6	--		--	--	--	--		33	41	20	6	
25	--	--	--	--		--	--	--	--		--	--	--	--	
26	--	--	--	--	--	31	53	--	--	9	3	69	--	11	--
27	--	--	--	--		--	--	--	--		--	--	--	--	
28	--	--	--	--		--	--	--	--		--	--	--	--	
29	--	--				--	--				--	--			
30	--	--				--	--				--	--			
31	--	--				57	43				--	--			
32	--	26	55			12	15	73			--	--	--		
33	--	--	--			56	23	21			74	11	15		
34	--	--	--	--	--	10	10	46	23	10	31	16	12	34	--
35	--	--	--	--	--	--	47	--	--	0	21	52	--	14	--
36	--	--				5	95				26	74			
37	--	--				55	45				--	--			
38	58	18	24			--	--	--			--	--	--		
39	--	--	--			--	--	--			28	45	26		
40	--	39	44	6	--	--	--	--	--	--	--	--	--	--	--
41	--	--	--			25	60	15			--	--	--		
42	39	33	--	--	17	32	61	--	--	2	16	65	--	--	--
43	6	94				21	79				--	--			

Note: Numbers are percentages adjusted to exclude missing information and rounded to whole numbers.
Dashes represent percentages within 5 points of corresponding percentage on Table 2.

TABLE 7

Most Informed Staff in High School

1.	<u>Career Training Opportunities</u> (Private School Directory)			
	Familiar	33	Unfamiliar	7
	Useful	29	Not useful	9
2.	<u>View Deck</u>			
	Familiar	35	Unfamiliar	5
	Have equipment		Do not have	
	to use	26	equipment	8
	Useful	20	Not useful	6
	Needs revising/ updating	23		
3.	<u>Career Choices in Occupational Education</u> (Matrix)			
	Familiar	9	Unfamiliar	28
4.	<u>Job Finding Kit</u>			
	Familiar	33	Unfamiliar	7
	Useful	32	Not useful	2
	Expand/revise	8		
5.	<u>Apprenticeship Opportunities</u>			
	Familiar	30	Unfamiliar	8
	Useful	24	Not useful	5
	Needs revising/ updating	11		
6.	<u>Career Choice and Career Preparation</u> (Programmed Text)			
	Familiar	29	Unfamiliar	11
	Useful	18	Not useful	9
	Needs revising/ updating	7		
7.	Interested in CCOE sponsored workshop			
	Yes	30	No	9
8.	Materials located in school			
	Career informa-		Library	11
	tion center	13	Classroom	3
	Counseling			
	center	17		
9.	Could use more copies of CCOE materials			
	Yes	30	No	6
10.	Know where to get more copies			
	Yes	12	No	23

TABLE 8

Counselors, High School and Community College

1.	<u>Career Training Opportunities</u> (Private School Directory)		
	Familiar	37	Unfamiliar 15
	Useful	34	Not useful 3
	Needs revising/ updating	4	
2.	<u>View Deck</u>		
	Familiar	37	Unfamiliar 6
	Have equipment to use	26	Do not have equipment 8
	Useful	29	Not useful 5
	Needs revising/ updating	14	
3.	<u>Career Choices in Occupational Education</u> (matrix)		
	Familiar	9	Unfamiliar 31
4.	<u>Job Finding Kit</u>		
	Familiar	36	Unfamiliar 20
	Useful	30	Not useful 4
	Expand/revise	7	
5.	<u>Apprenticeship Opportunities</u>		
	Familiar	38	Unfamiliar 16
	Useful	33	Not useful 4
	Needs revising/ updating	4	
6.	<u>Career Choice and Career Preparation</u> (Programmed Text)		
	Familiar	30	Unfamiliar 23
	Useful	20	Not useful 6
	Needs revising/ updating	4	Discontinue 1
7.	Are other similar materials used, effective*		
	No/less	23	As much 14
	More	10	
8.	Interested in CCOE sponsored workshop		
	Yes	41	No 8

*Materials listed by "As much" and "More" respondents: Occupational Outlook Handbook, 11; Mapping Your Education, 4; Career Information System (CIS), 4; Dictionary of Occupational Titles, 3; Chronicle Guidance Pamphlets, 2; EM Sound Page System, 1; Encyclopedia of Careers, 1; SRA Career Materials, 1; Snohomish County Apprenticeship Brochure, 1

TABLE 8 con't.

9.	Materials located in school			
	Career informa-		Library	21
	tion center	19	Classroom	7
	Counseling			
	center	27		
10.	Could use more copies of CCOE materials			
	Yes	40	No	11
11.	Know where to get more copies			
	Yes	22	No	30

TABLE 9

1.	<u>Career Training Opportunities (Private School Directory)</u>		
	Familiar	14	Unfamiliar 19
	Useful	11	Not useful 4
	Needs revising/ updating	1	
2.	<u>View Deck</u>		
	Familiar	11	Unfamiliar 14
	Have equipment to use	9	Do not have equipment 10
	Useful	9	Not useful 0
	Needs revising/ updating	6	
3.	<u>Career Choices in Occupational Education (Matrix)</u>		
	Familiar	5	Unfamiliar 18
4.	<u>Job Finding Kit</u>		
	Familiar	4	Unfamiliar 24
	Useful	3	Not useful 0
	Expand/revise	0	
5.	<u>Apprenticeship Opportunities</u>		
	Familiar	6	Unfamiliar 19
	Useful	5	Not useful 0
	Needs updating	2	
6.	<u>Career Choice and Career Preparation (Programmed Text)</u>		
	Familiar	10	Unfamiliar 18
	Useful	9	Not useful 1
	Needs revising/ updating	2	
7.	Are other similar materials used, effective*		
	No/less	11	As much 4
	More	2	
8.	Interested in CCOE sponsored workshop		
	Yes	11	No 3

*Materials listed by "As much" and "More" respondents: Encyclopedia of Careers, 2; Mapping Your Education, 1; Occupational Outlook Handbook, 1; W.B.E.B. Occupational Guide, 1; Chronicle Guidance Pamphlets, 1

TABLE 9 con't.

9.	Materials located in school			
	Career informa-		Library	11
	tion center	8	Classroom	1
	Counseling center	14		
10.	Could use more copies of CCOE materials			
	Yes	14	No	1
11.	Know where to get more copies			
	Yes	4	No	11

TABLE 10

V E Directors, High School

1. Career Training Opportunities (Private School Directory)

Familiar	12	Unfamiliar	6
Useful	10	Not useful	9
Needs revising/ updating	0		

2. View Deck

Familiar	13	Unfamiliar	5
Useful	10	Not useful	9
Needs revising/ updating	6		

3. Career Choices in Occupational Education (Matrix)

Familiar	8	Unfamiliar	10
----------	---	------------	----

4. Job Finding Kit

Familiar	13	Unfamiliar	5
Useful	10	Not useful	9
Expand/revise	2		

5. Apprenticeship Opportunities

Familiar	14	Unfamiliar	4
Useful	9	Not useful	11
Needs revising/ updating	0		

6. Career Choice and Career Preparation (Programmed Text)

Familiar	11	Unfamiliar	7
Useful	7	Not useful	11
Needs revising/ updating	2		

TABLE 11

Percent of H.S. Counselors, by District Size

1.	<u>Career Training Opportunities</u> (Private School Directory)		
	Familiar	82/75/66/97	
	Unfamiliar	18/25/33/3	
2.	<u>View Deck</u>		
	Familiar	75/97/100/90	
	Unfamiliar	25/3/0/10	
3.	<u>Career Choices in Occupational Education</u> (Matrix)		
	Familiar	29/11/25/11	
	Unfamiliar	71/89/75/89	
4.	<u>Job Finding Kit</u>		
	Familiar	60/60/55/85	
	Unfamiliar	40/40/45/15	
5.	<u>Apprenticeship Opportunities</u>		
	Familiar	63/80/60/91	
	Unfamiliar	37/20/40/9	
6.	<u>Career Choice and Career Preparation</u> (Programmed Text)		
	Familiar	25/55/50/79	
	Unfamiliar	75/45/50/21	

NOTE: Figures from left to right represent smallest to largest districts

TABLE 12

Percent of H.S. Librarians, by District Size

1. <u>Career Training Opportunities</u> (Private School Directory)		
	Familiar	36/29/60/45
	Unfamiliar	64/71/40/55
2. <u>View Deck</u>		
	Familiar	29/40/50/57
	Unfamiliar	71/60/50/43
3. <u>Career Choices in Occupational Education</u> (Matrix)		
	Familiar	29/40/17/0
	Unfamiliar	71/60/83/100
4. <u>Job Finding Kit</u>		
	Familiar	20/0/33/0
	Unfamiliar	80/100/66/100
5. <u>Apprenticeship Opportunities</u>		
	Familiar	33/25/17/12
	Unfamiliar	66/75/83/88
6. <u>Career Choice and Career Preparation</u> (Programmed Text)		
	Familiar	43/33/43/25
	Unfamiliar	57/66/57/75

NOTE: Figures from left to right represent smallest to largest districts

IV Observations

Several suggestions for other publications were made. Career information that leads from students' interests and hobbies to occupations to explore was one suggestion. Another was a request for more experiential, rather than reading, approaches to information such as the computerized CIS approach. Someone recommended an update and reissue of the Northwest Employment Directory. Material on new and emerging careers as well as trends in the state's employment picture were asked for. Material to help students with the decision making process for training and career exploration, beyond the Career Choice text was requested. While many of these are not specific to a Washington state setting, as most of the CCOE publications are currently, they do suggest the areas of interest not presently served sufficiently by available material.

One gets the impression from talking to staff that career guidance is vastly different from one school to another with the range from a school with a fully staffed career center and classes on career planning to a school where the counselor teaches five periods and counsels during one free period a day. Also, within schools there is often a lack of communication among counselors, teachers, librarians and directors as to what each other is doing and using by way of occupational information.

A monthly looseleaf newsletter was often mentioned. Topics to be covered could include updating existing publications; examples of their use; job market data for the state; what other schools are doing; helpful information available elsewhere such as How to be Successful in the Employment Interview, published as Eastern Washington State College; how to obtain CCOE materials; job projections; and sharing ideas.

Beyond the information gathered, the surveyed served an educational function for staff and students alike, informing them of what is available for their use. Not one staff person said they were disinterested in learning more about providing useful information to students; most were very pleased to have this contact made.

SURVEY SAMPLE

High Schools

District (over 10,000 district enrollment)	County	H.S. (H.S. enrollment)	Contacts			
			Cr	Lb	VE	St
Franklin Pierce	Pierce	F.P.H.S. (857)	2	1	1	24
Spokane	Spokane	Shadel Park H.S. (2040)	1	1	1	0
Renton	King	R.H.S. (1290)	2	1	1	32
Bellevue	King	Sammamish H.S. (1801)	1	1	1	29
Lake Washington	King	Juanita H.S. (1396)	2	1	*	12
Highline	King	Evergreen H.S. (1347)	2	1	1	22
Vancouver	Clark	Columbia River H.S. (1187)	2	1	1	42
Puyallup	Pierce	P.H.S. (1250)	1	1	1	0
Seattle	King	Rainier Beach Jr/Sr H.S. (1024)	2	1	1	20
(5,000 - 10,000 district enrollment)			15	9	8	181
Kelso	Cowlitz	K.H.S. (1185)	2	1	1	31
Aberdeen	Greys Hbr	Weatherwax H.S. (1160)	1	1	1	32
Longview	Cowlitz	R.A. Long H.S. (986)	1	1	1	24
Marysville	Snohomish	M.H.S. (875)	1	1	1	15
Kennewick	Benton	Kamiakin H.S. (1270)	1	1	0**	10
Issaquah	King	I.H.S. (1864)	2	1	*	19
Moses Lake	Grant	M.L.H.S. (1125)	1	1	*	0
(Alternates)					4	131
No. Thurston	Thurston	N.T.H.S. (1060)	1	1		
So. Kitsap	Kitsap	S.K.H.S. (1503)	1	1		
			11	9		
(2,000 - 5,000 district enrollment)						
Mukilteo	Snohomish	Mariner H.S. (1548)	2	1	*	12
Toppenish	Yakima	T.H.S. (543)	2	1	1	24
Ellensburg	Kittitas	E.H.S. (1000)	2	1	1	14
Medical Lake	Spokane	M.L.H.S. (700)	2	1	*	15
West Valley	Spokane	W.V.H.S. (955)	2	1	1	25
Sumner	Pierce	S.H.S. (840)	2	1	1	14
(Alternates)			12	6	4	104
East Valley	Spokane	E.V.H.S. (564)				
Peninsula	Pierce	P.H.S. (1075)				
(under 2,000 district enrollment)						
Montesano	Greys Hbr	M.Jr/SrH.S. (690)	1	1	1***	17
Oraville	Okanogan	O.H.S. (371)	1	1	*	0
Goldendale	Klickitat	G.H.S. (362)	1	1	*	5
Cashmere	Chelan	C.H.S. (400)	1	1	1	15
Onalaska	Lewis	O.H.S. (287)	1	1	0	0
Colfax	Whitman	C.H.S. (360)	1	1	*	13
Freeman	Spokane	F.H.S. (197)	1	1	*	20
Waterville	Douglas	W.Jr/SrH.S. (160)	1	1	*	20
			8	8	2	90

* No VE director for the district

** 0=Someone holds the position, but no contact made

*** Same VE director as Weatherwax H.S.

SURVEY SAMPLE con't.

(Alternates)

White Salmon	Klickitat	Columbia H.S. (?)
Raymond	Pacific	R.H.S. (285)
Levenworth	Chelan	L.H.S. (235)

Community Colleges

<u>Community College</u> (over 4,500 C.C. enrollment)	<u>City (C.C. enrollment)</u>	Cr	Lb	VE	St
Bellevue C.C.	Bellevue (7000)	1	0**	*	0
Clark C.C.	Vancouver (5398)	2	0	1	0
Green River C.C.	Auburn (5700)	1	0	0	0
Highline C.C.	Midway (8000)	1	0	1***	8
No. Seattle C.C.	Seattle (4600)	1	0	*	0
(Alternate)		6	0	2	8
Tacoma C.C.	Tacoma (4637)				
(under 4,500 C.C. enrollment)					
Columbia Basin C.C.	Tri-Cities (2550)	1	0	1***	0
Lower Columbia C.C.	Longview (1890)	1	0	1***	25
Peninsula C.C.	Port Angeles (1600)	1	0	0	0
Spokane Falls C.C.	Spokane (3800)	1	0	*	14
Big Bend C.C.	Moses Lake (1675)	1	0	*	0
		5	0	2	39
(Alternate)					
Walla Walla C.C.	Walla Walla (2000)				

* No VE director for the college

** 0=Someone holds the position, but no contact made

*** Same person contacted as vocational counselor

VI. SURVEY MATERIALS

UNIVERSITY OF WASHINGTON
SEATTLE, WASHINGTON 98195

*Bureau of School
Service and Research*

*Robert A. Anderson, Director
Howard M. Johnson, Associate Director*

The Coordinating Council for Occupational Education (CCOE), Olympia, Washington, publishes occupational information materials and distributes them to schools and colleges in this state. These publications are intended to inform people about occupations and training (other than four-year colleges) available in the state of Washington.

On behalf of the CCOE, a sample of high schools and community colleges is being surveyed to determine the availability, use and effectiveness of certain CCOE publications for students and educational personnel such as counselors, vocational education directors, librarians or career information center directors and teachers.

Your school is part of the sample we have drawn. Within a few days someone from the Bureau of School Service and Research will telephone you at work to ask for about ten minutes of information about these selected publications. Please take time to respond. Each school is important to the study in that our sample is selected to represent schools of various sizes and locations.

Enclosed with this letter is a photo of the publications we are evaluating. Clockwise, from the upper left, the materials are:

- 1) *Career Training Opportunities* (directory of private schools in the state);
- 2) *VIEW Deck* (occupational description cards to be used with a microfiche reader machine);
- 3) *Career Choices in Occupational Education* (a matrix of occupations and places to train for them);
- 4) *Job-Finding Kit* (pamphlet covering interviews, resumes, etc.);
- 5) *Apprenticeship Opportunities* (descriptions of apprenticeable trades in the state); and
- 6) *Career Planning and Career Preparation* (programmed book for choosing occupation and training).

The outcome of this survey will influence whether materials are revised, discarded or replaced all in an attempt to provide the most helpful information to schools. Your help will be greatly appreciated.

38

George L. Lawrence, Associate
Professor, Educational Psychology

**CAREER TRAINING
OPPORTUNITIES**
in the State of Washington
1974

Through Approved and
Accredited Programs at Private
Colleges, Institutes, and Schools



EDUCATION

EDUCATION

COORDINATING COUNCIL FOR
OCCUPATIONAL EDUCATION

FOR INFORMATION FOR EDUCATION AND WORK

FOR INFORMATION FOR EDUCATION AND WORK



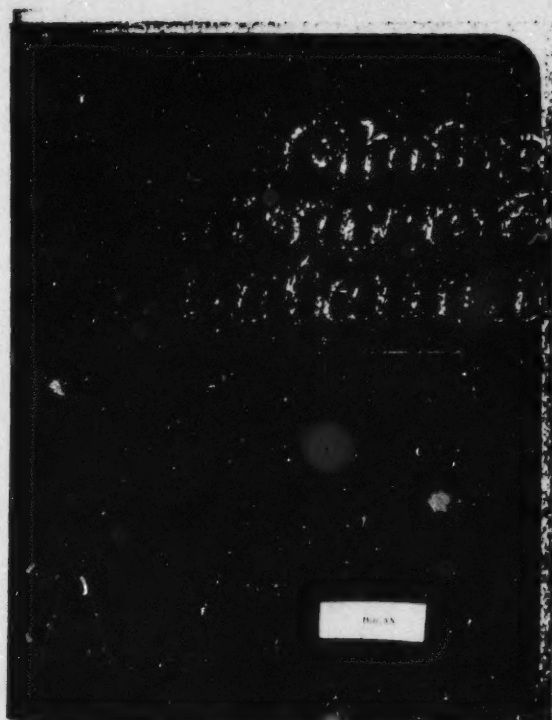
EDUCATION



**finding
kit**

By Robert A. Boudreau
Executive Director, Washington
State Board of Community and
Technical Education
Executive Director, Washington
State Board of Community and
Technical Education

EDUCATION



EDUCATION



**APPRENTICESHIP
OPPORTUNITIES**

EDUCATION

prepared by the
Coordinating Council for Occupational Education

PHONE SURVEY

Code: Publications

- a. Career Training Opportunities (Private School)
- b. VIEW Deck
- c. Career Choices in Occupational Education (Matrix)
- d. Job-Finding Kit
- e. Apprenticeship Opportunities
- f. Career Choice and Career Preparation (prog. book)

Ident. Number: two-digit school # and personal code #

Ident. # _____

personal code: counselor (1) VE director (2) librarian (3)

school #: A: 1- AA: 2- AAA: 3- AAAA: 4- CC small: 5- CC large: 6-

Questions:

1. Are you familiar with a,b,c,d,e,f
NO (1) YES (2)
a. _____
b. _____
c. _____
d. _____
e. _____
f. _____
2. Do you have equipment to use the VIEW deck
NO (1) YES (2)
2. _____
3. Have you recommended or referred students to a,b,c,d,e,f
Code: never (1) 1 or 2x (2) several x (3) regularly (4)
a. _____
b. _____
c. _____
d. _____
e. _____
f. _____
4. Which, if any, are most useful, effective, for students
a,b,c,d,e,f
Code: not useful (1) useful (2)
* If useful, to which students (and any evidence of this)
a. _____
b. _____
c. _____
d. _____
e. _____
f. _____
5. Have you ever referred to a specific part of a,b,c,d,e,f
Code: never (1) 1 or 2x (2) several x (3) regularly (4)
* If referred to, what parts:
a. _____
b. _____
c. _____
d. _____
e. _____
f. _____

PHONE SURVEY

-2-

6. Do you use any of the materials in conjunction with one another NO (1) YES (2) 6. _____
 * What and how:
7. Are there other materials which you use which provide similar information
 Code: No (1) less effectively (2) as effective (3) more effective (4) 7. _____
 * What and how better:
8. Would your use of CCCE materials be improved by: NO (1) YES (2) a. _____
 Code: explanatory mtrl (a) Workshop (b) other (c) b. _____
 * Such as: c. _____
9. Where are these materials located in your school NO (1) YES (2) a. _____
 Code: career info-ctr (a) library (b) couns ctr (c) library (d) b. _____
 c. _____
 d. _____
10. Could you use more copies of these materials than you get NO (1) YES (2) 10. _____
11. Do you know how to get more copies: NO (1) YES (2) 11. _____
12. Do you suggest changes in a,b,c,d,e,f a. _____
 Code: No (1) revise, modify (2) discontinue (3) b. _____
 * Which material and what changes: c. _____
 d. _____
 e. _____
 f. _____
13. Are there other kinds of occupational information material you would like from CCCE NO (1) YES (2) 13. _____
 * What:

UNIVERSITY OF WASHINGTON
SEATTLE, WASHINGTON 98195

*Bureau of School
Service and Research
Robert A. Anderson, Director
Howard M. Johnson, Associate Director*

April 17, 1975

TO:

FROM: George Lawrence,
for the Coordinating Council for Occupational Education

SUBJECT: Student surveys on occupational information materials

Thank you for agreeing to collect student and teacher responses to our survey. The results will be most helpful to us if you give it to those students who have been exposed to some or all of the materials - such as those in classes where they have been used in career-units; vocational education students who have used them for assignments; or students who have used information sources in your career information center or counseling office. Whether you administer them to groups or to individuals is up to you.

The teachers' surveys should be given to those who have used them or at least are familiar with the materials whatever their subject matter areas may be.

If you cannot find sufficient members who have been exposed to the material, it will be acceptable to give the survey to students and teachers who first became familiar with the materials this week. Please use this only as a second effort approach, however.

Return the surveys (and attached photos) no later than one week after receiving them; we are on a tight schedule. When we receive your surveys we will send your check.

STUDENT SURVEY

WHAT DO WE WANT?

We want to know this about our career information materials:

- 1) How many of them are you familiar with?
- 2) How useful are they to you?

WHY DO WE WANT IT?

We want to publish the most helpful information possible about careers and training for them (other than four-year colleges) in the State of Washington.

WHY ARE WE ASKING YOU?

You are part of a sample carefully chosen to represent students at your level of education throughout Washington. Your answers will help us decide which materials to keep and which to revise or replace. This is not a test of you or your school. It is a way for us to get feedback about our work.

BY THE WAY, WHO ARE "WE"?

"We" are the Coordinating Council for Occupational Education (CCOE), a Washington State agency working with schools, colleges and employers to provide education and training for careers.

WHAT NEXT?

In the Survey there are sections about six different books or pamphlets. Answer every question you can. It won't take long. On the next page is a picture of the materials to serve as a reminder of which materials you have used.

Thanks for helping us out.

Coordinating Council for Occupational
Education
April 1975

CAREER TRAINING OPPORTUNITIES in the State of Washington

1974

Through Approved and
Accredited Programs at Private
Colleges, Institutes, and Schools



ELM 54515

10.18

VOCATIONAL EDUCATION

LEADERSHIP COUNCIL FOR
OCCUPATIONAL EDUCATION

FOR VITAL INFORMATION FOR EDUCATION AND WORK



ELM 54515

job

finding
kit

By David A. Bland
Executive Director, Washington
State Board of
Vocational Education

10.18



ELM 54515



APPRENTICESHIP
OPPORTUNITIES

STATE OF
WASHINGTON

prepared by the
Coordinating Council for Occupational Education

STUDENT SURVEY

INSTRUCTIONS: Mark all answers on the right side of the survey. Choose your answer, then copy the number in parentheses () for that answer in the proper place to the right.

DO NOT USE:
SCHOOL CODE

- Sex: (1) Female (2) Male Sex: _____
1. Current class in school: (1) 9 (2) 10 (3) 11
(4) 12 (5) 13 (6) 14 1. _____
2. When did you first learn of these books and pamphlets?
(1) Never (2) This week (3) This year (4) Before this year 2. _____

- A. 3. Are you familiar with the booklet called Career Training Opportunities in the State of Washington, 1974 (a directory of private school training opportunities)?
(1) No (2) Yes 3. _____
4. Have you ever used this directory?
(1) Never* (2) Once (3) Several times 4. _____
*(If your answer is "Never", skip questions 5 through 8.)
5. Who recommended its use?
(1) Counselor (2) Teacher (3) Librarian (4) Student (5) Found on own 5. _____
6. How helpful has it been to you?
(1) No help (2) A little help (3) Some help (4) Quite helpful
(5) Very helpful 6. _____
7. Did you follow up on any of the information you found in the directory?
(1) No (2) Yes 7. _____
8. Would you recommend it to a friend who is interested in further training after high school?
(1) No (2) Yes 8. _____

- B. 9. Are you familiar with the VIEW Deck (job information on microfilm and cards and used in a reading machine)?
- (1) No (2) Yes 9. _____
10. How many times have you used VIEW materials?
- (1) Never* (2) Once (3) Several times 10. _____
- *(If your answer is "Never", skip questions 11 through 15.)
11. Did you find the VIEW Deck helpful?
- (1) No help (2) A little help (3) Some help (4) Quite helpful
(5) Very helpful 11. _____
12. Did you use the VIEW Deck in a reader machine?
- (1) No (2) Yes 12. _____
13. Could you get a printed copy of a VIEW card from the reader machine?
- (1) No (2) Yes 13. _____
14. Who recommended VIEW Deck to you?
- (1) Counselor (2) Teacher (3) Librarian (4) Student
(5) Found it yourself 14. _____
15. Did the VIEW Deck refer you to other sources of information about specific occupations? If so, did you follow up?
- (1) It didn't refer me (2) It did, but I didn't follow up
(3) It did and I followed up 15. _____
16. Would you recommend VIEW Deck to a friend who needed information about specific occupations?
- (1) No (2) Yes 16. _____
-
- C. 17. Are you familiar with Career Choices in Occupational Education (a matrix of occupations and where to train for them)?
- (1) No (2) Yes 17. _____
18. Have you used this booklet?
- (1) Never* (2) Once (3) Several times 18. _____
- *(If your answer is "Never", skip questions 19 through 22.)
19. How helpful was it to you?
- (1) no help (2) a little help (3) some help (4) quite helpful
(5) very helpful 19. _____

20. Who recommended it to you?
(1) counselor (2) teacher (3) librarian (4) student
(5) found it yourself 20. _____
21. Did you follow up on the information in the pamphlet?
(1) It didn't have what I wanted (2) It did, but I didn't follow up
(3) It did and I followed up 21. _____
22. Would you recommend this booklet to a friend who is interested in
where to train for certain careers?
(1) No (2) Yes 22. _____
-
- D. 23. Are you familiar with the Job Finding Kit (a pamphlet covering
interviews, resumes, etc.)?
(1) No (2) Yes 23. _____
24. How much of it did you read?
(1) None* (2) Some (3) Most (4) all
*(If your answer is "none", skip questions 24 through 30). 24. _____
25. Was the information old or new to you?
(1) old (2) some of both (3) mostly new (4) all new 25. _____
26. Who recommended it to you or gave you a copy?
(1) counselor (2) teacher (3) librarian (4) student
(5) found it yourself 26. _____
27. Could you relate to the examples used in it for writing resumes, etc.?
(1) not at all (2) somewhat (3) generally (4) mostly 26. _____
28. Did you make any of the lists suggested?
(1) none (2) some (3) most (4) all 28. _____
29. Did you get a copy to keep for later use too?
(1) No (2) Yes 29. _____
30. Would you recommend it to a friend looking for a job? . . .
(1) No (2) Yes 30. _____
-

E. 31. Are you familiar with Apprenticeship Opportunities (a guide that describes apprenticable trades in Washington)?

(1) No (2) Yes

31. _____

32. Do you know what apprenticeships are?

(1) No (2) Not sure (3) Yes

32. _____

33. Have you ever used this guide?

(1) No* (2) Once (3) Several times

*(If you answered "no", skip questions 34 through 36)

33. _____

34. Did you find it helpful?

(1) no help (2) a little help (3) some help (4) quite helpful
(5) very helpful

34. _____

35. Who recommended it to you?

(1) counselor (2) teacher (3) librarian (4) student
(5) found it yourself

35. _____

36. Would you recommend it to a friend who might be interested in an apprenticeship?

(1) No (2) Yes

36. _____

F. 37. Are you familiar with the book Career Choice and Career Preparation (a programmed book for choosing careers and where to train)?

(1) No (2) Yes

37. _____

38. Have you ever used the book?

(1) Never* (2) once (3) several times

*(If your answer is "never", skip questions 39 through 43.)

38. _____

39. Did you find it easy to use in the way it is set up?

(1) confusing (2) alright (3) easy

39. _____

40. Did you find the information helpful?

(1) no help (2) a little help (3) some help (4) quite helpful
(5) very helpful

40. _____

41. Did you get any leads for further investigation in your field of interest?

(1) none (2) some (3) many

41. _____

42. Who recommended the book to you?

- (1) counselor (2) teacher (3) librarian (4) student
(5) found it yourself

42. _____

43. Would you recommend it to a friend who was undecided about
what to do after high school?

- (1) No (2) Yes

43. _____

Thank you for your help.

Evaluation of CCOE Vocational Guidance Publications and Media
Report Summary

The purpose of the study was to provide information for program planning to improve the quality of occupation information disseminated by CCOE to Washington schools.

The methodology was a survey of representative users in high schools and community colleges in Washington. School districts sampled approximated the rural/suburban/urban, and enrollment characteristics of Washington schools. Five sampling groups were surveyed in each selected district: (1) counselors, (2) librarians and (3) vocational education directors were surveyed by telephone; (4) students and (5) teachers were surveyed by questionnaire by counselors from the phone survey sample.

The survey was organized around these general questions: (1) Are the materials being used? By whom? How? (2) Are they considered helpful? Are they helpful compared to other standard occupational information? (3) Should they be continued? If so, in what form?

Findings and conclusions are presented for each publication included in the survey. No student responses are included herein.

Career Choice and Career Preparation: The most frequent users are as a make-up project for absentees in career classes and for exploration by students in counseling. Opinions are definite about this text: the 2 of 3 staff who find it useful like it very much while the other 1/3 are unenthusiastic. Users frequently suggested revisions and updating.

Job Finding Kit: The pamphlet is most used by teachers and counselors alike, is well known and almost unanimously endorsed. It is used at all levels, but material is best suited to adult users. Some minor changes could improve it.

View Deck: There still are schools without readers. Over 3/4 of the regular users find it useful tool but the most consistent comment was that it badly needs updating. Some schools have almost discontinued its use for this reason.

Career Training Opportunities: This private school directory is seldom used in community colleges and in high schools basically for reference by counselors. There was little or no suggestion for revision.

Apprenticeship Opportunities: The format and content is well received and updating was frequently suggested. This is one booklet which VE directors find very useful themselves.

Generally, the materials receive high marks for familiarity and usefulness. In larger districts counselors were more familiar with CCOE materials than librarians but in smaller districts the reverse is true. Still, among the most informed persons

in each school about 1/4 were not familiar with one or more materials. Few were willing to compare CCOE materials to other occupational information materials, finding them useful in their own right because of their unique focus on work and training in this state. Career counseling appears to be less common in small high schools. The survey had educational value for school personnel by acquainting them with CCOE materials. Many want more copies and were not sure where to obtain them. Most were desirous of any helpful occupational information especially occupational forecasts for the state. Both community college and high school personnel suggested a computerized system like Oregon's C.I.S. and many want to know what each other is doing. People want updated, concise, accessible information.

Recommendations:

Career Training Opportunities: Make the title more descriptive of the content. Change "SEE PAGE..." entries to refer only to Section II (addresses) to avoid unnecessary cross-referencing which produces no new information.

Apprenticeship Opportunities: Update the "Opportunities" and "Salaries" data.

View Deck: Update the "Prospects & Opportunities" sections and "addresses for further information".

Job Finding Kit: Include a table of contents. Include an entry level resumé.

Career Choice and Career Preparation: In pages 11-22, pictures and text frequently do not match. Update pages 53-213 for "Outlook" and "Salary" data. Refer to Apprenticeship Opportunities on page 216. Update the matrix in the rear of the text. Provide an index of the sections therein.

The Career Choices in Occupational Education and Job Finding Kit though eye-catching in format might be reproduced less expensively to allow bulk handouts to students.

A newsletter on the state of occupational education affairs in Washington would be popular and provide a vehicle for updating publications and for in-service training in the use of these publications. Program descriptions, new jobs and training, sharing useful techniques, and state job market data could be included. At least, a list of available CCOE publications and ordering information should be widely distributed.

Materials sent to schools should go to both counselors and librarians with suggestions that they compare notes with each other about where best to locate the materials and how to optimize their use. Teachers are willing, but feel inadequately prepared and librarians are willing, but not optimally utilized at present.

A computerized information system bears examination as an easily updated and efficient provider of information.

New publications should be in pamphlet rather than book form - simple to use, inexpensive and easily revised.

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